

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Richard Heretick

DATE: November 1, 1990

FROM: Doron Stern LS

SUBJECT: Test Product Request

This requests an additional 100 ten pack cartons of Marlboro Milds (12 mg king sized box) for our paired comparison test against Marlboro Medium. The total number of cartons requested is now 400.

<u>Brand</u>	<u>Initial Quantity</u>	<u>Additional Quantity</u>	<u>Total Quantity</u>
Marlboro Milds	300 Ten Pack + Cartons	100 Ten Pack = Cartons	400 Ten Pack Cartons

Please ship quantities to the following address as soon as possible:

Attn: Zack Apkarian
Marketing Information Systems, Inc.
100 Sylvan Avenue
Englewood Cliffs, NJ 07632

/sed

cc: D. Beran
R. Camisa
K. Eisen
C. Levy
N. Lund

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